

# Executive Summary Example

## Big Roller

**One Line Pitch:** A new experience in moving.

**Business Summary:** We have invented a revolutionary piece of technology that allows things to be moved quickly and over long distances. We plan to use this technology to create products that we will sell to people who need to move anything larger than things that they can carry.

**Management:** My business partner and CTO Grok has a secret where he uses a hard sharp rock to shape other rocks. We have already used this technique to manufacture arrowheads. We spend our time making things for other people in exchange for food. We also made a large stone club for our CFO Buba to make sure we get paid.

**Customer Problem:** Zok in the next cave over tried to move a rock so his family could sit around it, but it was too heavy to drag and didn't roll well. Olf once scored so big on the hunt that he couldn't drag his prize home.

**Product/Services:** We are going to shape stones into disks and put a hole in the middle. In the hole we are going to put large sticks and we will connect these with other sticks to make a flat surface that will support whatever heavy object you want to move.

**Target Market:** Anyone who needs to move heavy objects, like Zok and Olf, would be customers. Zok wanted to move to another cave once, but changed his mind when he tried to pick up the rocks that his family sits on.

**Customers:** Zok and Olf so far.

**Sales/Marketing Strategy:** We are going to build a prototype that we can roll to the caves down the river because we think that other people will have the same problem as Zok and Olf and will therefore be customers.

**Business Model:** We will manufacture stone disks and build rolling platforms that we will sell. We can also sell the stone disks by themselves for other people to build things with them.

**Competitors:** We don't know of any other competitors. We saw someone dragging rocks on big sticks once, but our solution is better.

**Competitive Advantage:** We have been working with stones and know where the best ones are for making our disks. If anyone finds the place with good stones, we will make more clubs for Buba and his friends to keep people away.



### Company Profile

**URL:** [www.big-roller.com](http://www.big-roller.com)  
**Industry:** Industrial/Energy  
**Employees:** 3  
**Founded:** 4500 BC

### Contact

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 ork@big-cave.com  
**Work:** 212-555-1234  
**Fax:**

### Financial Information (USD)

**Company Stage:** Product In Development  
**Previous Capital:** 0  
**Monthly Net Burn:** 1  
**Pre-money Valuation:** 100  
**Capital Seeking:** 10

### Additional Information

#### Management

Ork, CEO  
 Grok, CTO  
 Buba, CFO

#### Advisors

**Lawyer:**  
**Accountant:**

#### Investors

Big Roller 30 E. 23rd Street New York , NY 10010 United States	Financials* (USD)	2009	2010	2011P	2012P	2013P	2014P
	<b>Revenues</b>		\$1.3	\$2.5	\$5.5	\$9.9	\$16.0
<b>% Change</b>		140.0%	92.3%	120.0%	80.0%	61.6%	56.3%
<b>Gross Margin %</b>		38.2%	41.0%	41.3%	41.4%	41.4%	41.5%
<b>EBITDA</b>		(\$1.0)	(\$0.8)	(\$0.2)	\$0.2	\$1.5	\$3.0
<b>Cash Flow**</b>		(\$1.4)	(\$1.3)	(\$0.8)	(\$0.9)	\$0.5	\$1.4

\* In Millions (000,000)

\*\*Not including financing

# Executive Summary Instructions

**One Line Pitch:** Summarize your company as succinctly as possible, giving investors a reason to find out more.

**Business Summary:** Investors fund businesses, not ideas. Tell them about the business you are building. Use this to summarize your whole plan. Don't include specific financial information here, or repeat what's said in any other field.

**Management:** It is important that your management team has a proven track record in leadership and performance. Give specifics. Experience in the target business segment is key.

**Customer Problem:** Investors fund pain killers, not vitamin pills. What critical customer need does your company address? If you are a web company, you may need to make a hard decision here on whether to talk about your audience or the people who will ultimately pay you (like your advertisers).

**Product/Services:** How does your product solve the customer pain you have described above?

**Target Market:** Define your SPECIFIC market. "Males between the ages of 18-30" is not specific enough and shows a lack of analysis. Include market size data, growth rate, customer segmentation, and market structure where applicable. Also, keep in mind that Angel Investors are unlikely to fund ventures unless they can demonstrate scalability to at least \$20 million in revenues in five years, and VCs look for \$100 million over the same period.

**Customers:** Investors are more likely to invest after talking to customers who will purchase your products. List several current or potential customers for your solutions.

**Sales/Marketing Strategy:** How are you going to acquire and maintain customers? Direct sales? Sales representatives or distributors? What is your distribution model? How will customers find you?

**Business Model:** How do you plan to make money? Are you selling products or services? Are you giving away razors in order to sell razor blades? If you are an Internet property, how will you monetize those who visit your site?

**Competitors:** Every product has competitors (typewriters replaced pencils). What products are your customers now using as pain killers? Who is providing these products to your potential customers? Are these competitors small companies or large public companies?

**Competitive Advantage:** Do you have patents or other proprietary technology? How will you keep your competitors from quickly copying your products and selling them to your customers? Describe the difficulties your competitors will have in duplicating your solutions.

## Company Profile

**Industry:** e.g. Food and Beverage, Farming, Food Distribution

## Contact

Person investors should call first

## Financial Information (USD)

**Company Stage:** e.g. Concept Only, Product in Development, Prototype Ready, Full Product Ready, \$X Revenue (trailing 12 months). Investors typically invest at the Prototype Ready stage or later. They are looking for businesses, not ideas.

**Previous Capital:** The total amount that has been invested in your business including your own money and investments from friends and family. Investors like entrepreneurs that "have skin in the game". They typically like to see around \$100,000 already invested.

**Monthly Net Burn:** Total monthly expenditures minus current monthly revenues.

**Pre-money Valuation:** The value of your company before receiving any additional investment. Angel Investors typically look for valuations in the \$1-3 million range. Entering a value gives investors a better sense of what you're looking for and how well you understand your business.

**Capital Seeking:** The total amount your company is looking to raise this round.

## Additional Information

Other pertinent information such as key company advisors, joint venture partners, etc.